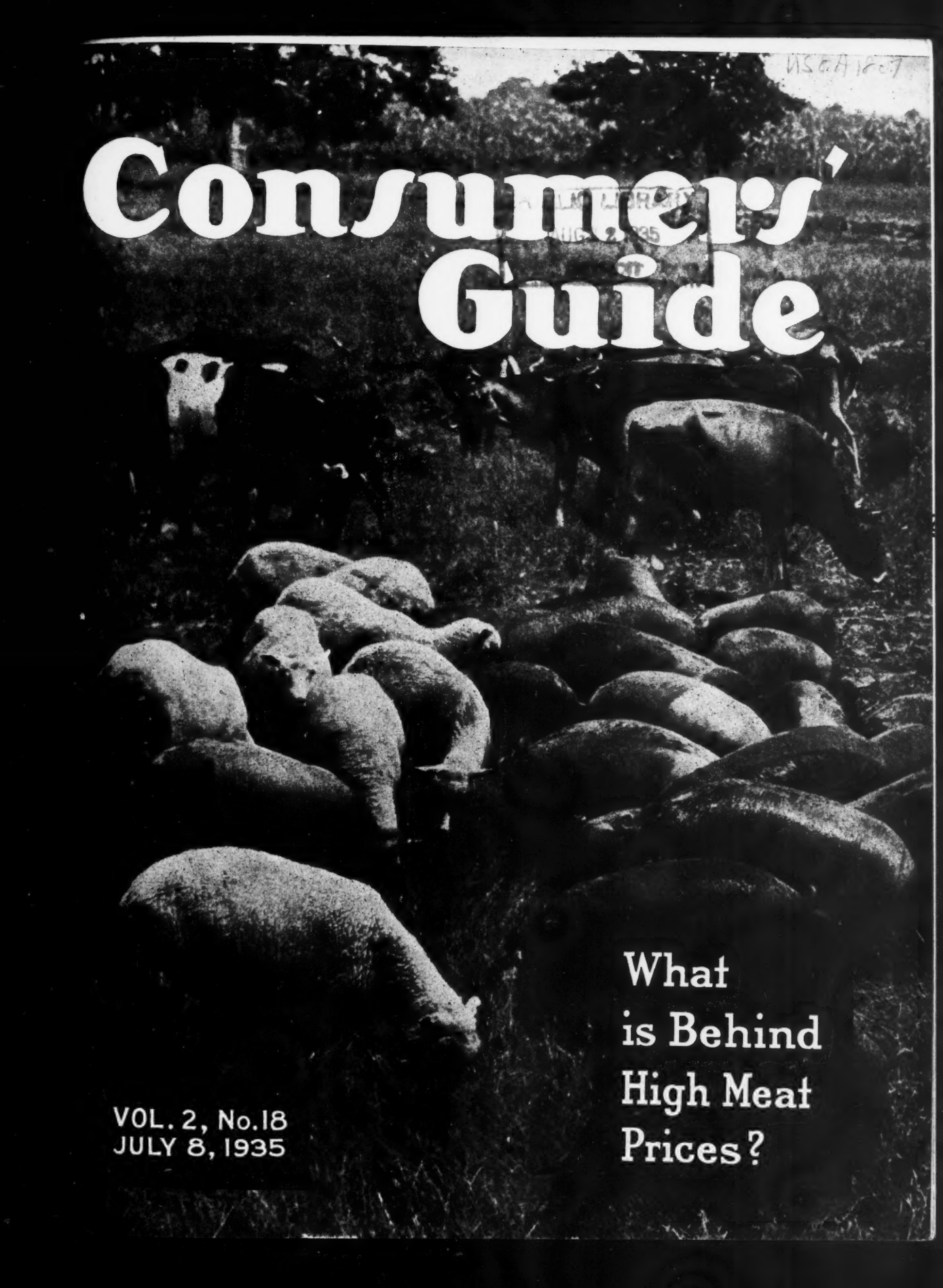
USDA 1267

Consumers' Guide



What is Behind High Meat Prices?

VOL. 2, No. 18
JULY 8, 1935

CONSUMER QUERIES *and* COMMENTS

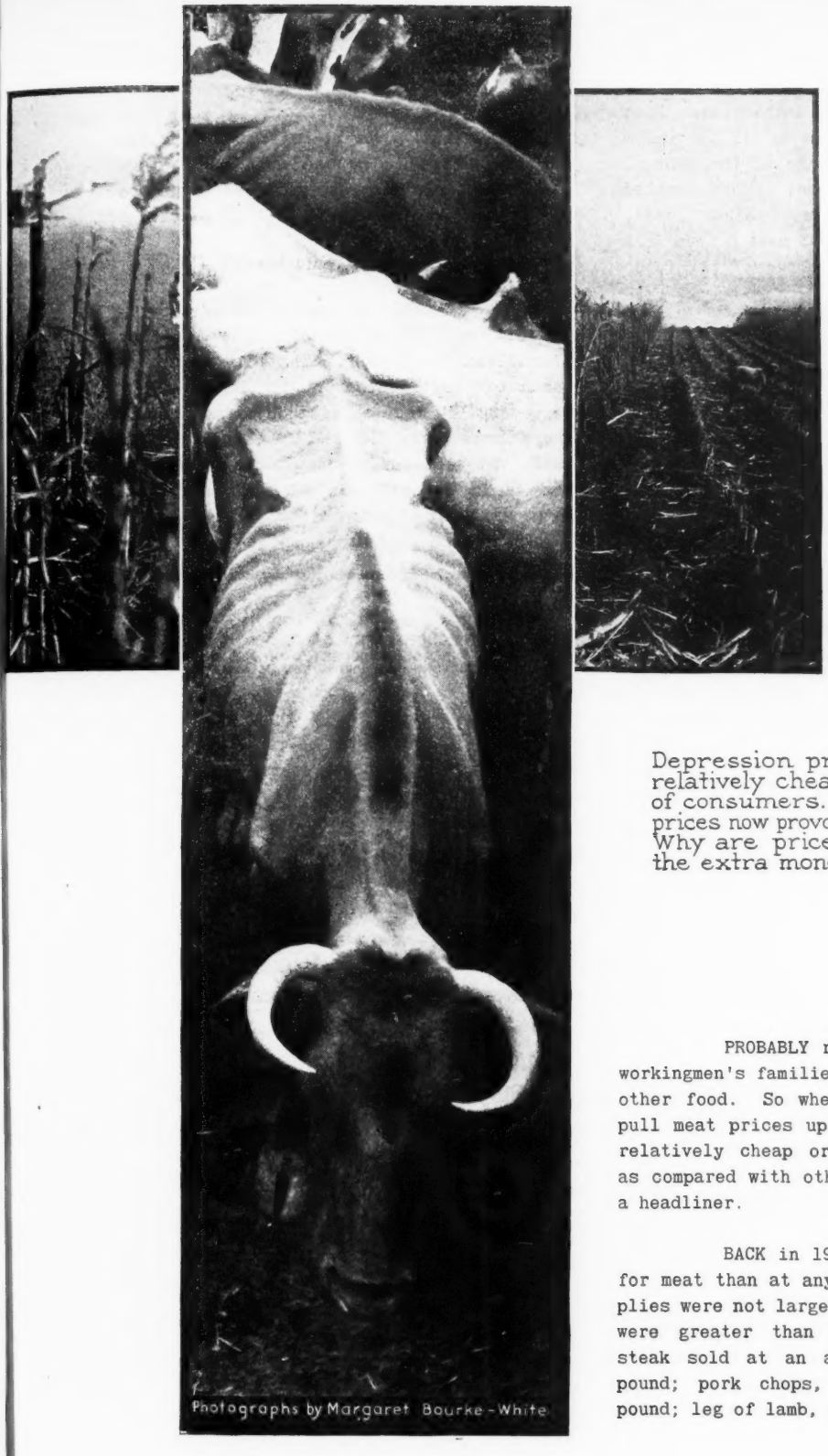
CC FROM Michigan come these questions from a consumer who wants to understand what effect wheat and hog processing taxes have on consumer prices: (1) "How much is the processing tax on a bushel of wheat?" An average of 30 cents on each bushel consumed in this country. (2) "How many pounds of flour are produced from a bushel of wheat?" About 42.6 pounds. (3) "How much does this tax amount to on a pound of flour?" It comes to around 0.7 cent. These fractions of a cent collected from consumers later go to wheat farmers in the form of benefit payments. (4) "How much has the price of flour increased since the tax on wheat was imposed July 9, 1933?" On June 15 of that year the average retail price of a pound of flour was 3.4 cents. On June 18, 1935, the price was 4.9 cents. This was an increase to consumers of 1.5 cents a pound, more than enough to cover the added cost of the tax and the increase in farm price of wheat of 0.4 cent a pound. The remaining 0.4 cent of this increase in price seems to be accounted for by higher other material and labor costs . . . Information on the hog processing tax is given in the first article of this issue.

CC CLOSE to 5 million more pounds of dry skim milk have been purchased by the Agricultural Adjustment Administration for distribution, through the Federal Surplus Relief Corporation, to needy families. With previous supplies bought by the FSRC, this latest AAA purchase adds up to a total of about 13½ million pounds of this valuable food which the Government is making available to families whose diets are especially low on the important minerals and vitamins found in skim milk. First preference is given to families threatened with pellagra. Some distribution will be made in Puerto Rico. See the June 3, 1935, issue of the CONSUMERS' GUIDE for a full account of this important relief project . . . Other dairy products are being purchased by AAA with the remainder of special funds provided by Congress in 1934 to relieve drought-harassed dairy farmers. Awards for a total of 3,284,500 pounds of butter and 50,000 pounds of Cheddar cheese, twin style, were granted at the end of June. Almost all of the butter scored 92; none of it was lower than 90 score. Cheese purchased is of the quality known as U. S. Grade No. 1. All three dairy products must be graded by representatives of the Bureau of Agricultural Economics before delivery is accepted. Distribution of butter and cheese, like the dry skim milk, is made by the FSRC.

"As a permanent solution we would not want to slow down our producing ability in order to get balance, but rather step up our practices of consumption to get that balance. This may mean inventing some social and economic improvements for our outmoded distributing system which has always included such things as the profit motive, limited purchasing power to large groups, economic unbalance, individual unhappiness and helplessness to cooperate against struggling competition. After all, mass production without mass purchasing power becomes a mockery."

Chester C. Davis, Administrator.
Agricultural Adjustment Administration.

CC NEW developments in consumer quality grades: Vermont's Bureau of Markets is completing arrangements to put into effect on July 1 a fresh-egg law recently passed in that State. The word "fresh", as applied to eggs is defined to mean a definite quality. Size must be stated in connection with all sales or advertisements for sale of eggs. Those averaging at least 24 ounces to the dozen must be marked as "large." "Medium" eggs have an average weight of 21 ounces; "pullets", 19 ounces; all eggs with a size or weight average less than 19 ounces must be marked as "Peewees" . . . Grading service for sausage and prepared meat products has been inaugurated in Cleveland by the Bureau of Agricultural Economics at the request of a local packer. Work got under way on June 10 . . . Connecticut recently passed a law making compulsory the marking of grades on all retail packages of potatoes. Stores may sell potatoes ungraded or unclassified, but must mark the packages to that effect.



Photographs by Margaret Bourke-White

What is Behind High Meat Prices?

Depression prices made meat a relatively cheap food for millions of consumers. Increases in meat prices now provoke consumer questions: Why are prices higher? Who gets the extra money?

PROBABLY more money is spent by workingmen's families for meat than for any other food. So when something happens to pull meat prices up or down, to make meat relatively cheap or relatively expensive, as compared with other foods, meat becomes a headliner.

BACK in 1929 consumers paid more for meat than at any time on record. Supplies were not large and consumers' incomes were greater than ever before. Sirloin steak sold at an average of 51 cents a pound; pork chops, close to 38 cents a pound; leg of lamb, 41 cents.

THEN CAME the depression. Meat prices broke, partly because of increased supplies and partly because of the general decline in consumer incomes. They tumbled farther than prices of most other foods. From June 1929 to June 1933 meat prices fell 46 percent, while the average of all foods dropped 37 percent.

MANY FAMILIES with small food budgets, who considered any but the cheapest cuts of meat beyond their reach in 1929, found in 1933 that meat had become quite moderate in price in comparison with other foods.

SINCE the beginning of 1935, however, meat has been relatively as well as absolutely more expensive than in 1933. From June 1933 to June 1935 its cost increased 54 percent against an average advance of 28 percent in all foods. Now meat prices are closer to their 1929 level than is the average of all foods.

NOT ONLY the amount of the price increase but its suddenness has been a jar to many food budgets. Almost three-quarters of the increase from the lows of 1933 came in the past 6 months. The going-up has been more abrupt than was the coming-down.

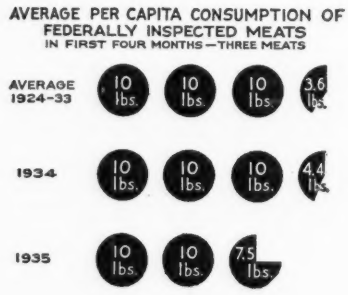
FURTHERMORE, the increase has been relatively greater in the case of the once cheaper cuts. Salt pork, for instance, has practically doubled in price in the past 18 months. Sirloin steak advanced 48 percent in this period.

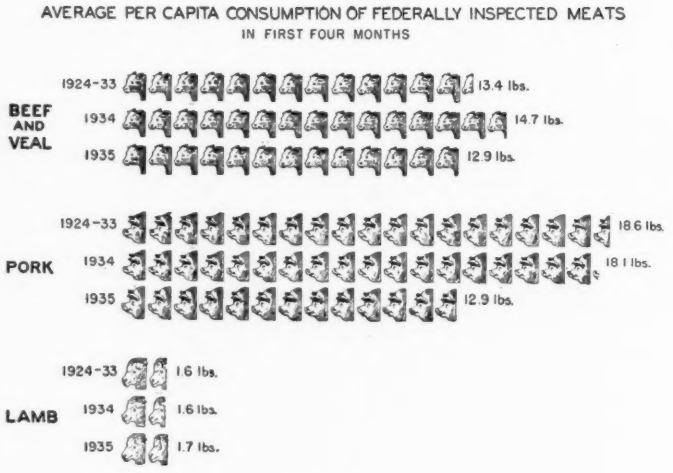
NO ONE can disentangle and appraise precisely all of the causes of price increases and decreases. But when a major change like this recent one in meat comes along, there is usually one outstanding push with many other contributing pressures.

MOST SIGNIFICANT of all the factors contributing to present higher prices is this: There is not as much meat to go around as there was last year, nor as there was in the average of the last 10 years.

Animal Population

IMAGINE the population of a country of some 175 million being reduced by 27 million in a year. That is what happened to the livestock population in 1934. For every 100 meat animals on farms in 1934 there were only 84 at the beginning of 1935. Biggest reduction was in numbers of hogs. No depopulation of this size can happen without repercussions.





ANIMAL POPULATION does not stay as steady as human population. It goes in cycles from high to low and back again. Many factors influence that swing up and down. Usually, however, the decrease and increase happen gradually.

IN FIVE of the last 10 years we had fewer cattle on farms than we have this year. In 1928 there were 4 million less than in 1935. But at no time has the drop been as great from 1 year to the next as it was from 1934 to 1935. Numbers of hogs on farms move up and down, too, though the intervals between peaks is shorter than in the case of beef. Not for 50 years has the number of hogs been as low as it is today. The nearest approach to the decrease of 20 million which occurred between 1934 and 1935 happened just 10 years ago when the number fell off 11 million.

Available Meat

OBVIOUSLY with fewer animals on the farm there is bound to be less meat available for consumers. Because of the special circumstances that caused this decrease there are not only fewer animals but those marketed are lighter in weight.

DURING the decade 1924 to 1933 which takes in "prosperity", and depression years and stops short of the time when AAA and other recovery programs and the drought had their greatest effect on meat supplies, these were the average amounts of meat from Federally inspected slaughter which each person would have consumed in a year if everyone had received an equal amount.

	Pounds per person
Beef and veal	42.2
Pork and lard	57.7
Lamb and mutton	4.7

IN 1934 these per capita amounts were changed somewhat, due to causes we shall come to later, to: 44 pounds of beef and veal; 52.5 pounds of pork and lard; 4.9 pounds of lamb and mutton.

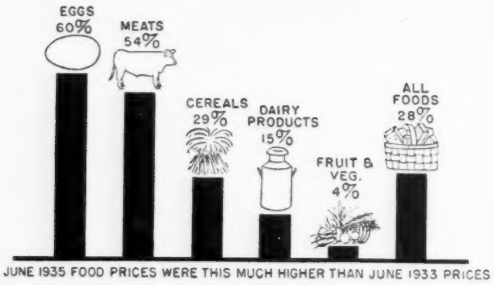
AT THE TURN into 1935 consumers began to feel the effects of the reduced numbers and weights of animals on farms. In normal years there would be available in the first 4 months of the year an average of 13.4 pounds of Federally inspected beef and veal per person. Last year there were 14.7 pounds. This year supplies during the first 4 months came to 12.9 pounds per person, or half a pound per capita below the average.

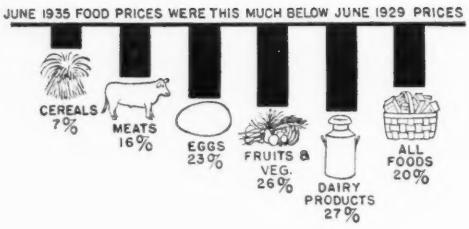
SUPPLIES of pork and lard were reduced even more. Against the regular 4-month run of 18½ pounds per person, and last year's supply of 18 pounds, supplies in the first 4 months of this year were down to 13 pounds, or 5½ pounds per capita below average. That there was in the same period one-tenth of a pound more of lamb and mutton than last year, or the average year, could not possibly make up for the deficiencies totaling 7 pounds in the other meats.

What Caused Reduced Supplies?

CURRENT REDUCTION in meat supplies was caused principally by the small feed crop of 1934. Meat supplies depend first of all upon the quantity and cheapness of grains and roughages. When the harvest of feed in any season is small—as was the case last year—the supply of livestock is certain to be smaller during the following year. As soon as it is apparent that the feed harvest will be small, the prices of feed crops rise and farmers begin selling their market livestock at lighter weights. They also curtail breeding operations so that the next crop of pigs, calves, and lambs is smaller.

TAKEN ALTOGETHER, supplies of feed grains from the 1934 crop year were only about 60 percent of the average for the 5 years, 1928-32. Hay and pasture also were very short. Hence, the sharp reduction in livestock numbers. The 1934 reduction in





feed production was particularly sharp in the case of corn. Last year's crop was only 1,380 million bushels as compared with the 1928–32 average of approximately 2,600 million bushels. This had an especially marked effect on hog supplies. In the United States hogs depend heavily upon corn for feed, normally consuming about one–half of the total annual corn crop.

NOW THEN, what caused the sharp reduction in feed supplies? Most of the reduction that actually resulted was caused by the drought. At the beginning of the year signers of the corn–hog contract planned to hold out of regular feed production something like 13 million acres of corn land. That is, plantings of corn were to be held about 13 million acres below the 1932–33 average, partly to help raise the price of corn and partly to compensate for the adjustment that was being planned simultaneously in hog farrowings to offset the export losses. Approximately normal yields per acre were expected and it was estimated that an area of between 90 and 95 million acres in corn would produce at least 2,250 million bushels, that is, plenty of corn to meet all needs.

BY THE MIDDLE of 1934, however, when it had become evident that the continued dry weather would greatly reduce acre yields, the Adjustment Administration authorized signers of all adjustment contracts, including corn–hog contracts, to utilize for emergency feed purposes all of the 36½ million acres which previously had been set aside for restricted use. The emergency production which then followed on these acres amounted to about as much feed as would have been provided by the corn which might have been raised under drought conditions on the contracted corn acreage.

IN THE CASE of hogs, as in the case of corn, the reduction planned under the corn–hog program at the beginning of 1934 was surpassed later in the season by the imperative drought adjustments. The primary effect of the corn–hog program was to cause a moderate reduction in the 1934 spring farrowings that otherwise might not have taken place. The program apparently did not cause any material reduction in the 1934 fall farrowing that might not have taken place otherwise, in view of the feed shortage.

THE REDUCTION in 1934 spring pig farrowings, attributable to the corn–hog program, turned out to be advantageous in

two ways. First, it helped make an adjustment in advance of the drought large enough to obviate the necessity of an emergency slaughter program such as took place in cattle. Second, it permitted carrying a large volume of feed forward to the fall and winter season when the need was very great.

HOG SLAUGHTER this summer will be small but it probably would have been smaller without the advance adjustment in 1934 spring pig farrowings made under the corn-hog program.

THE PROGRAM was intended, of course, to reduce hog numbers by the amount formerly but no longer exported. These numbers were reduced. It was extremely fortuitous that this planned reduction of hog numbers resulted in conserving feed supplies for the severe drought period of 1934-35 and thus made available larger hog supplies for 1935 than there would otherwise have been. In other words, the planned reduction of hog numbers for one purpose turned out, by chance, to minimize the severity of the more drastic reduction which the drought would have necessitated.

THE SLAUGHTER of 6 million little pigs in 1933 has no bearing on the current decline in hog slaughter. If these pigs had been fattened for sale instead of being killed at light weights for emergency use, they would have been marketed early in 1934. Pigs are marketed at an average age of 9 months. The products resulting from the little pig program, therefore, would have been consumed long before this time. Moreover, if the little pigs had been fattened out in the fall of 1933, they would have consumed an additional 60 to 70 million bushels of corn and thus would have reduced the volume of corn which could be carried forward into the 1934 feeding season. About 270 million bushels in all were put in storage under the Government's corn loan program and carried into the summer and fall of 1934. This stored corn was also a fortuitous factor in easing the shortage of feed during the drought.

ON CATTLE there was no AAA reduction program. When it became apparent that drought would seriously curtail feed supplies, the AAA stepped in quickly to buy up over 8 million animals and to conserve the meat for distribution to relief families. Had this purchase not been made many of these cattle would have died of thirst and starvation and the meat from them would have been lost.

Other Causes of Higher Meat Prices

DROUGHT was not alone responsible for boosting meat costs. A gradual increase in total consumer income during the past 2 years also has been a factor tending to cause food prices to rise. This tendency is especially marked when supplies are limited.

MANY CONSUMERS believe that the processing tax on hogs, which started at 50 cents a hundred pounds, live weight, in November 1933 and since February 1934 has amounted to $2.25 is another cause of high meat prices. It is exceedingly difficult to estimate what the price of pork would be were the tax removed since the supply is so much reduced. Many economists, however, hold that removing or reducing the amount of the tax on hogs, with no change in supply, would not result in any significant lowering of consumer prices.

What Are the Consumer Costs?

WITH MEAT supplies reduced, obviously somebody has to write out a new bill of fare. Were the job divided equally, it would mean--in pork, for example--simply this: For every 5 pounds of pork and pork products each of us consumed last year we would get around 3 pounds this year.

WHAT ACTUALLY happens, of course, is that prices increase and the increase takes care of the necessary shifts in consumption.

CAPACITY to meet higher meat costs depends not only on increases in income but on the relative level of other food and living costs.

MEATS represent roughly 25 percent of factory wage earners' average expenditures for food and 7½ percent of their average costs of living. These general proportions must be kept in mind in figuring the burden of higher meat prices.

Meat vs. All Foods

ONLY one other food, eggs, has swelled in price since 1933 as much as meats. Shortage of grains was responsible for this advance, too. Costs of other groups of food have stepped up considerably less:

June 1935 Prices Compared with June 1933

	Percent over
Eggs	60
Meats	54
Cereals	29
Dairy products	15
Fruits and vegetables	4
All foods	28

SOME of the foods which have increased in price less than meats since 1933 dropped less from 1929 to 1933. Cereals, for instance, are nearer to their 1929 price level than any other group of foods.

June 1935 Prices Compared with June 1929

	Percent under
Cereals	7
Meats	16
Eggs	23
Fruits and vegetables	26
Dairy products	27
All foods	20

All Food Costs vs. All Living Costs

TWO-THIRDS of the total food bill of all nonfarm families in 1929 was paid by those whose incomes were less than $3,000. To low-income families food prices are, therefore, more important than to the rest of the population. As a rule these families spend about one-third of their income on food. This proportion increases to 50 and 60 percent as incomes shrink. Families with incomes larger than $3,000 average around 12 percent on food.

ABILITY to bear higher food costs is measured, in part, by consumers' ability to meet other costs of living.

THESE other costs have changed relatively little since 1933. Comparisons here must be made between May of 1933 and May of 1935 since June figures are not yet available. Against a gain of 32 percent in food costs in these 2 years, total living costs for workingmen's families moved up 12 percent. Since food represents some 33 percent of total family expenditures it can be seen that the increase in food costs accounted for a large part of the rise in the general cost of living.

ON THE other hand, other costs of living did not drop as low in 1933, from their 1929 level, as did food. Even with the greater gain since 1933, food costs are still below the general level of living costs as compared with 1929.

TOTAL COST of living in May 1935 was 16 percent below the May 1929 level. Food costs were 19 percent below.

Living Costs vs. Income

FINALLY, it is what is in the pay envelop at the end of the week that tells how easy or difficult it is for consumers to meet higher costs of living.

AS A GROUP, factory workers earned in May 1935, 60 percent more than in May 1933. Total pay rolls had increased that much. Part of the gain came in higher

wage rates, part from the fact that more people were employed.

BUT OF COURSE factory workers do not buy as a group. They spend their money as individuals or families. They earn their money as individuals. We have no way of telling how far these earnings have to stretch. That is to say, we have no measure of the number of people whose livelihood depends on the wages of each factory worker.

AVERAGE WEEKLY earnings of factory workers increased 24 percent between May 1933 and May 1935. For every 100 people employed in factories in May 1933, there were 130 working in May 1935.

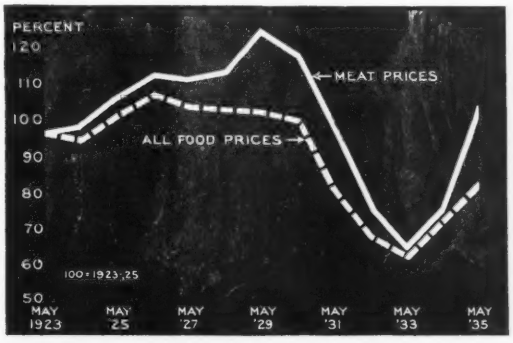
THOSE workers who had no increase during this period in their obligations and who shared in this average increase in wages probably had a higher purchasing power in May 1935 than they had 2 years earlier, since average costs of living advanced only 12 percent.

THAT IS only one side of the picture, however. As a group, factory workers suffered severely in loss of employment and in reduced wages during the years 1929 to 1933. Total factory pay rolls dropped 62 percent. Average weekly earnings fell off 36 percent. For every 100 workers employed in May 1929 there were only 60 at work in May 1933. Those 60 probably had more people dependent on them than had the 100 in the "prosperity" year.

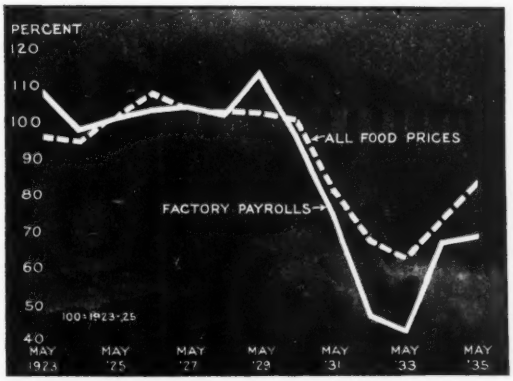
THE CLIMB uphill to the level of purchasing power which employed factory workers had in 1929 has not yet been completed. Their earnings in May 1935 were still 21 percent below May 1929. Food costs were 19 percent and total living costs 16 percent below their 1929 levels. The buying power of factory workers with jobs in May 1935 was 6 percent below its May 1929 level.

Purchasing Power of All Consumers

DEPRESSION took jobs from millions of workers and left them, in 1933, with no purchasing power whatsoever. While recovery measures have brought back jobs to many there still remain unoccupied about one-fifth of the population which should be gainfully employed. Some 20 millions of these consumers must depend now on public relief for their existence.



Changes in meat prices and prices of all foods



Food prices compared with factory payrolls

ANY MEASURE of the purchasing power of all city consumers must take into account these jobless millions. Careful analysis of the well-being of all consumers would also show the proportion of the population earning different levels of income. Facts to make such an analysis of present conditions are not at hand.

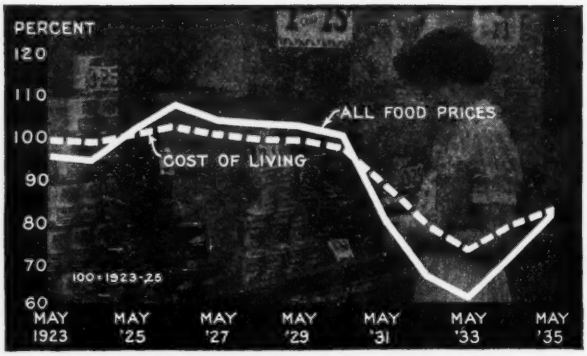
What's Ahead in Meat Supplies?

CONSUMERS who have had to curtail their meat purchases in the past few months will probably have to continue to do so for the rest of the year. It takes time to rebuild the depleted supplies. Food experts anticipate that the supply of meat for the entire year 1935 will be about one-fourth smaller than that of 1934 and about one-fifth below the average of recent years. Production of pork, including lard, is expected to be only about two-thirds as great as in 1934. Production of beef and veal will likely be slightly more than three-fourths as large. Output of lamb, on the other hand, will probably be equal to 1934's supply.

UNDOUBTEDLY for millions of consumers the higher prices which have already followed reduced supplies and which are likely to continue for some time are a severe strain. They make necessary changes in food habits which are difficult and uncomfortable.

FORTUNATELY for those who have to make adjustments, supplies of foods in general are expected to be slightly greater than in 1934 and about equal to the average amount consumed in the years 1929-33.

HERE are some estimates made by the Bureau of Agricultural Economics showing how 1935 food supplies are likely to stack up against 1934 supplies:

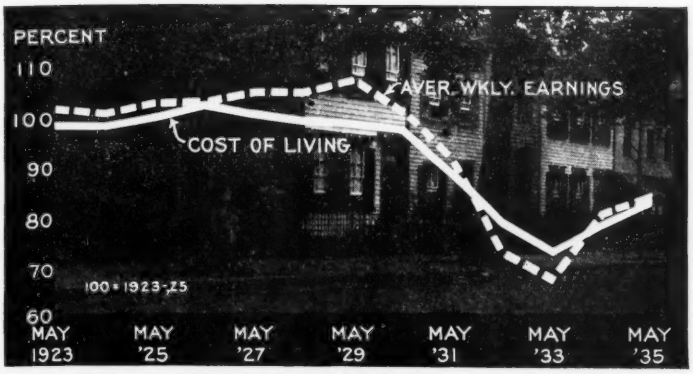


Changes in food prices and cost of living

	Percent under 1934
Meats other than poultry	24
Chicken meat	1
Eggs	5
Milk	2
Lard	38
Edible fats and oils, other than lard and butter	7
Rice	3
Canned fruits	1
Irish potatoes	7
Sweetpotatoes	5

	Percent above 1934
Wheat	6
Fresh fruits	17
Dried fruits	12
Fresh vegetables	3
Canned vegetables	22
Dry beans	13
Peanuts	Same as 1934

WHAT consumers eat in 1935 depends, of course, on what food is available. It is clear from this list of probable supplies that consumers are going to increase their consumption of those foods



Changes in cost of living and factory workers' average weekly earnings

which are greater in supply in 1935 than last year and curtail their consumption of those which are less plentiful.

Toward Adequate Consumption

CONSUMERS' present meat problems underline the importance of long-time planning toward a balanced production for adequate consumption.

NOBODY knows how many families fail to approach an adequate level of consumption. The Bureau of Home Economics estimates that a family of four, spending about a third of its money for food, would probably have to have an income of $1,500 a year in order to afford an adequate diet at minimum cost at May 1935 average prices for the country as reported by the Bureau of Labor Statistics. This diet is based on the 87 foods for which the Bureau of Labor Statistics collects prices.

IF FARMERS pursued to the end the logic of the profit system, they would measure their production, as industry does, to consumers' capacity to buy. In periods when that capacity is low, farm production would drop correspondingly, as does industrial production. As a result, many consumers would not only lose their jobs but would starve.

SUCH limits have not been sought by farmers nor has the agricultural program set this as an objective. Agriculture's first goal under adjustment was the elimination of supplies normally—but no longer—sold abroad. Drought carried this reduction much beyond the planned amount. Agriculture's present goal is the rebuilding of drought-reduced supplies to provide food enough for average domestic consumption plus anticipated exports, but preventing a recurrence of over-expansion in production and the accumulation of surplus supplies.

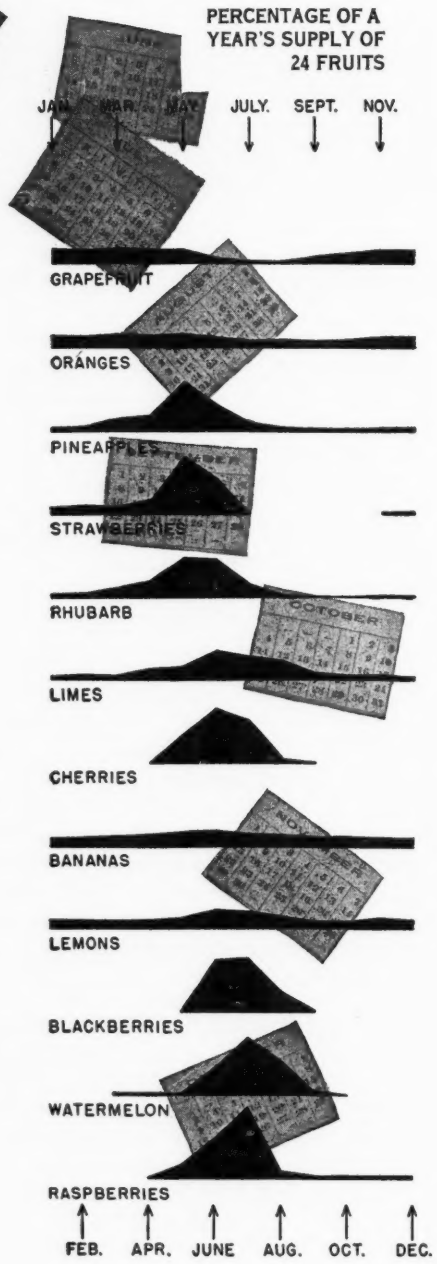
BEFORE farmers can produce beyond the point of average supplies, without injury to their own incomes, there must be some assurance of consumers' capacity to buy greater quantities at a fair price. This assurance can come in only two ways: One, in increased employment and higher wages for city workers; two, in decreased costs of living, and this involves greater economy in methods of producing and distributing goods.

"IF ALL our shoe factories should operate to capacity, they would turn out several more pairs of shoes each year for each man, woman, and child than they have now. If all the men and machines made idle by the depression had been at work they could have produced, during the 5-year depression period, a new $5,000 house for every family in the country, on farms and in towns alike. Or if instead the effort had gone into building railroads, we could have scrapped the whole American railway system and rebuilt it five times over. To that extent has our producing ability exceeded our consumptive rate."

—Chester C. Davis, AAA Administrator.

All-Year Fruit Guide

How to get the most food value and flavor for your fruit expenditures in every month of the calendar



TASTE PUTS a stronger case for fruits than could all the dietitians rolled into one. From the first time a baby reaches for the shining red of an apple, fruit is its own best salesman. "Appetite appeal" alone is enough to stop us at the fruit stand.

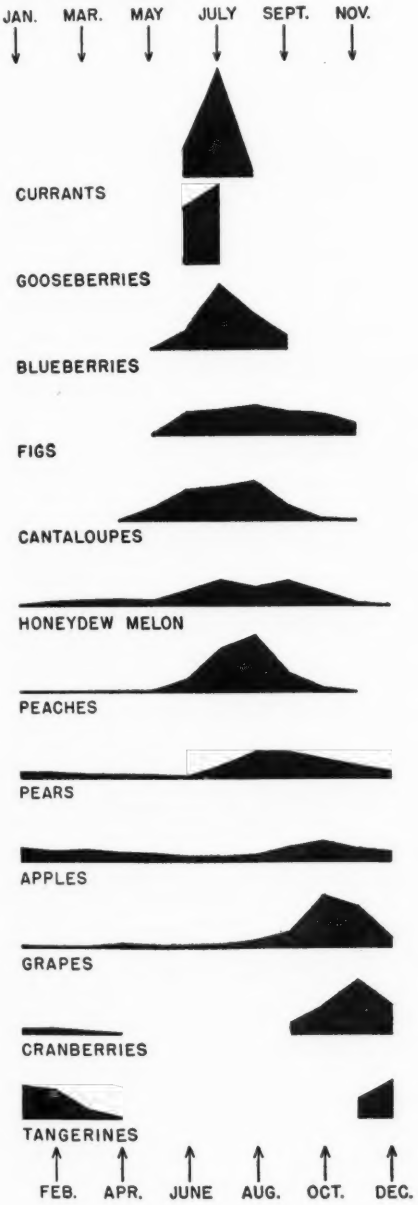
NUTRITION EXPERTS add another answer to the question "Why figure to get fruit into the diet?" They offer the facts in the chart on Page 15 to those consumers who find the job of making a place in the budget for fruit all the year round difficult.

FIGURING IS required. Few fruits can be counted on for a steady round-the-calendar item on the marketing list within range of most budgets. Developments in refrigeration, transportation, and marketing have given us a wider choice than a few years ago. But there are still many fruits that just don't show up on the arrival records at city markets in most months of the year.

APPLES, PEARS, bananas, and lemons, of course, you can find on the fruit-stand year in and year out. But even bananas, steadiest fruit of all, are just twice as plentiful there in June as in January. And October supplies of apples multiply the June supply by four.

OTHER FRUITS—pineapples and honeydew melons and grapes and cranberries and rhubarb—all go to market every month of the year too. But for people who count their fruit money they might just as well not be there at the price they command in many of the months they come.

COMING TO A LARGE CITY'S MARKETS EACH MONTH



FOR VARIETY on the menu, then, it becomes especially important to watch well the fruit calendar in order to take advantage of the short season of plenty in the fruits that come but once a year, to recognize the happy moment when luxury fruits slide off the luxury shelf for a time, to conserve the family's appetite for the standby fruits by using them judiciously as the season demands, and to know when to fill in the food value gaps with dried or canned fruit.

PEAK POINT of buying any fruit should be at peak point of supply, for prices tend to go to opposite extremes.

JANUARY RATES as a good citrus month. Grapefruit are almost as plentiful as they ever get, oranges are in the steadily favorable half of their year, and tangerines have only slightly dropped from the top of their very short season.

FEBRUARY REPEATS the same story, showing a drop in tangerines but unmistakable signs that strawberries may soon be out of the luxury class.

MARCH RINGS the bell for high grapefruit supplies and is next-to-best month for oranges—meaning that Vitamin C doesn't come too high.

APRIL BRINGS the first raspberries and cantaloupes, a feast only to the eyes of most consumers. Pineapples and rhubarb make a real showing in such quantities that some may slide off the luxury shelf.

MAY PUSHES pineapples and rhubarb into our laps with the biggest supply of the year, oranges reach the top of an all-spring plateau, more strawberries go to market than at any month of the year.

JUNE FLOODS the fruitstand with cherries and bananas and lemons and limes. Cantaloupes are well up into their summer plenty, gooseberries make a first and sizable appearance in the market, blackberries

are almost at the top of their record, and raspberries are offering real competition. Rhubarb maintains its May stride and pineapples are still possibilities.

JULY, BERRY month of the year, boasts biggest heaps of blackberries and raspberries. Currants reach their very sudden high point of supply, and gooseberries burst into full glory only to disappear for the rest of the year. Watermelons arrive at their all-year best just in time for the Fourth of July, and limes and lemons stand by with patriotic spirit, generous enough for all picnic drink demands.

AUGUST BRINGS riches in the form of peaches, cantaloupes, and pears, with fresh figs at the uppermost reach of their 5-month season.

SEPTEMBER KEEPS many summer fruits coming in good quantity, including honeydew melons and pears which compete with their own best records.

OCTOBER HEAPS harvest home centerpieces with biggest piles of apples and grapes.

NOVEMBER APPROPRIATELY brings Thanksgiving cranberries at their best.

DECEMBER TOPS off the year with enough tangerines to go into the toes of all Christmas stockings.

TIME REPRESENTS only one consideration in making your fruit money go a long way. Food value is another point of selection. Fruit is one of the important "protective foods" along with fresh green vegetables, whole grains, milk, eggs, and meat.

PROTECTION COMES chiefly in the form of minerals to build blood and bones, and those intangible "vitamins" which stimulate the body to make most effective use of all its materials to fight off disease, to keep us geared up to enthusiastic living.

FUEL VALUE, too, comes with many fruits. Natural fruit sugar lifts the calorie count up high in some, and puts them in the dessert spot on the menu in preference to more processed, more concentrated types of sweets.

FIBER, TOO, is a selling point for fruit because we need from food this natural complement of "roughage."

When you use the fruit value chart

COMPARE VALUES pound for pound.

DRIED FRUIT is rated on its concentrated dry form; diluted with water, as it is usually used, the rating would be correspondingly lower. Values are for fruit processed with sulphur dioxide. This treatment tends to preserve Vitamin C but to destroy Vitamin B.

FRESH FRUIT values are based on the raw fruit.

FRUIT CANNED with air excluded retains most of the vitamin values of the fresh fruit. Sugar added to canned fruit raises the calorie count correspondingly above the figure shown in the chart. Calcium and iron from the fresh fruit are, however, reduced by the dilution in canning.

BLANK SPACES on the chart mean only that no study has proved the presence of the property; proved absence of vitamin values or rating below "good" in mineral content is indicated by a minus mark.

FRUIT MINERALS are present; included in the list are two of the nutritionally important minerals, calcium and iron. Calcium builds bones and teeth. Iron makes good red blood.

VITAMINS A, B, C, D, E, and G are the most important vitamins so far discovered in common foods on which a dependable store of information is available. Vitamin D, the rickets-fighting sunshine vitamin, does not come in fruits. Vitamin E, the "anti-sterility" vitamin, occurs in small quantities in so many different foods that a diet based on correct proportions for

[Continued on Page 16]

HOW FRUITS RATE IN FOOD VALUE

***Excellent
** Good
* Fair

	Vitamins						
	A	B	C	G	Calcium	Iron	Fuel value per pound (calories)
Apples (fresh)	*	*	*	*	–	–	290
Apricots (fresh)	***		*		–	–	255
Apricots (dried)	***		**		**	***	1,260
Bananas	**	*	**	*	–	–	445
Blackberries (or dewberries)	**		*		–	**	285
Blueberries (or huckleberries)	*		*		–	**	310
Cantaloupe (see Muskmelon).							
Cherries	**		**		–	–	310
Cranberries	*	–	**	–	–	–	240
Currants (fresh)			***		–	–	275
Currants (dried—see Raisins).							
Dates	**	*	–	–	**	***	1,570
Figs (fresh)	*	*	*	*	**		395
Figs (cured)	*	*	–	*	***	***	1,435
Gooseberries			***		–	–	215
Grapefruit	–	*	***	*	–	–	200
Grapes	*	*	*	–	–	–	355
Guava	**	*	***	*	–		355
Lemons	–		***		–	–	200
Limes			***		**		240
Mangoes	***	*	***	**	–	–	335
Muskmelon	**	*	***	*	–	–	125
Oranges	*	**	***	*	–	–	230
Papayas	***	*	***	*	–	–	195
Peaches (fresh) Yellow	***		**		–	–	230
Peaches (fresh) White	–						
Peaches (dried) Yellow	***		***		**	***	1,325
Peaches (dried) White							
Pears (fresh)	–	*	*	**	–	–	315
Pears (dried)		**		**	**	**	1,460
Persimmons (Japanese)		–	*		–	–	395
Pineapples	*	**	**	*	–	–	265
Plums (or fresh prunes)			*		–	–	255
Prunes (dried)	***	**	*	***	**	***	1,365
Raisins (including so-called dried currants)	*	–	–	*	**	***	1,480
Raspberries			***		–	**	Red 305
							Black 375
Strawberries			***		–	–	185
Tangerines			***		–	–	225
Watermelons	*	*	*	*	–	–	140

other food values is pretty sure to contain enough Vitamin E for the average person. So this article deals with Vitamins A, B, C, and G as the primary vitamin values for which we buy fruit.

VITAMIN A spurs the body on to growth and at any age we need a regular supply of Vitamin A foods to feel well and vigorous. Without enough we are ready targets for various kinds of infections. In fruits and vegetables you can usually spot Vitamin A by the rich color. Notice that apricots and prunes and yellow peaches rank as "excellent" sources of Vitamin A, while white peaches contain none or at best barely a trace. Cooking or drying has little effect upon Vitamin A and Vitamin G in foods but consider the other vitamins before you plan to cook a fruit that can be eaten raw.

VITAMIN B, often called the "appetite vitamin", perks up our interest in food, and perks up our muscles for prompt and efficient handling of it. The modern idea is to think about our Vitamin B before instead of after that lackadaisical feeling and bad disposition set in. Mothers who are building or feeding babies must make sure of Vitamin B. Many fruits have a small amount but when oranges rank high enough to offer real competition to the meat sources or even vegetables, they take on a unique distinction in the fruit world. Vitamin B cannot survive long cooking nor drying processes.

VITAMIN C, the biggest vitamin reason for buying fruits, helps to keep down dentist bills, prevent the pains we often diagnose as "rheumatism." Without enough we're likely to lose weight and appetite and overtire easily. Vitamin C is a very perishable property both inside and outside our bodies. We need a new supply of it every day of our lives, can't make up in the summer for lack of it in the winter, or drink enough orange juice one day to last a week. Heat destroys some of the Vitamin C and even exposing orange juice to air for a while before serving will deprive the drinker of his rightful amount. But two lucky breaks help consumers keep up a steady summer and winter supply of Vitamin C. One break is in the form of citrus fruit, a top-rank provider of Vitamin C, that comes to market in the months when the rest of the richest known sources don't show up, and is used raw with its vitamin potency intact. The other lucky break is the fact that dried fruit keeps most of its Vitamin C if treated by the sulphur-dioxide method by which most of the commercial dried fruit on the grocery shelves has been processed.

VITAMIN G landed in the headlines in the study of pellagra, when health scientists discovered that whole districts could be kept free from the appalling waste of this disease by improved diet. Fresh fruit, though not the best food source of Vitamin G, was one of the items that made the difference. Vitamin G loses nothing in cooking, but since it is chiefly for the more perishable Vitamin C that fruit becomes an essential to the diet, the best rule is to eat as many fruits raw as possible.

HOW MUCH you get of these fruit food values depends not only on how rich the fruit is in the value, but how much you eat of the fruit in comparison with how much you eat of other fruits. Dried fruit estimates look higher than they usually work out in actual eating, unless you happen to be the type that finishes off whole packages in the uncooked state. A given weight of dried prunes has a good deal more of certain food values than the same weight of watermelon. But your estimate of the values you actually get from a serving of watermelon leaps up when you consider the weight of the serving as compared with the weight of the dry fruit that has gone, with water added, into a serving of prunes.

CANNED FRUIT sacrifices vitamins in direct ratio to the length of time the canning process keeps the fruit exposed to both heat and air. Processing done in closed tin cans keeps most of the vitamins in. As to the calorie count, canned fruit

may rate a good deal higher than the rating for the fresh fruit shown on the chart because of the sugar added. Usually the fancier the can of fruit you buy, the heavier the sugar syrup and therefore the higher the calorie count. Dilution in canning lowers the proportion of minerals from the fresh fruits.

FRUITS UNCOMMON in most parts of the United States find a place in the fruit food value chart for two reasons: One is that some of these fruits are common food in some regions where the CONSUMERS' GUIDE goes. The other reason speaks for itself in their unusual combinations of wealth of food value.

FRUITS CAN'T be expected to provide all you need of all the food values on which the chart rates them. Vitamin C is the only one of the values for which we go first of all to fruit. But a food that looks so good, tastes so good, and provides the fuel value of sweets in a wholesome natural form, along with one or a combination of the vital properties our bodies need, needs not apologize to the most exacting budget.

SOME TIPS from fruit authorities in the Department of Agriculture apply to buying all perishable fruits.

FIRST TIP is to do your own shopping. Not only can you judge the points that distinguish good fruits from bad, but you can often revise your menu plans to take advantage of specially good buys you may see in the market.

NEXT RULE in buying fruits is not to treat them rough. Some handling is necessary, such as feeling the blossom end of muskmelons and honeydews for the softness that goes with the ripe melon, but mauling costs money, for the dealer must charge high enough prices to cover the waste consumers cause.

BIG FRUIT, says the next rule, is not necessarily the best. Sometimes it's less economical to choose the large fruits against the small. Consider your purpose for the fruit before deciding.

BE WARY about decay, say the fruit experts in the Department of Agriculture. Watch out for fruit that is going bad. Sometimes you can disobey this rule in order to take advantage of low prices, if you're buying fruit for immediate use, but watch out that you don't let yourself in for so much waste that your bargain turns out to be an extravagance.

LEARN DIFFERENCES between blemishes that mean inferiority and the surface marks that mean nothing but lower prices. With this information you can make a pinched budget buy more food value than it could otherwise by taking advantage of the low prices that always go with marred exteriors.

LOW PRICES don't necessarily mean big values, say the experts. Unless you can depend on your judgment of the fruit, very low prices may mean danger. The idea is to find out <u>why</u> you are being offered them. If it is because of oversupply in the market they may well be bargains.

WATCH CONTAINERS to see that they hold full measure, that they have not been repacked loosely to cut the quantity. See that the same quality goes all the way down.

MARKET STUDY comes in at this point. Some consumers find it easier than others. In New York City, for instance, they frequently get tips on plentiful supplies from the Department of Markets' daily market broadcast. In very small towns you can see the whole market at a glance. But if you live in the towns in between, you may well rely on the market news in the newspapers. Printed in fine type, often buried in the financial pages, this column may look at first glance like a foreign language. But a few readings, with perhaps an interview with someone more technically informed, will turn its terminology into very valuable information about the quantities of different foods arriving in the market and the prices they are bringing at wholesale.

Your Food Bill

THE MODERATE drop in food prices which began at the end of April continued throughout the first half of June. Present prospects are that this drop may be continued for some weeks although no great reduction in food prices may be anticipated. While food prices in general have not come down very much since April the fact that they dropped for 8 successive weeks is at least a clear indication that the fears of some consumers early in the year have not been realized. The total dr p from April 23 to June 18 amounted to about 1.8 percent.

CHANGES IN CITY RETAIL PRICES

Kind of food	June 19, 1934	June 4, 1935	June 18, 1935	Change in year	Above or below June 1929
Dairy products:	¢	¢	¢	%	%
Milk, qt	11.2	11.9	11.9	+6.2	-16.2
Cheese, lb	23.6	25.6	25.3	+7.2	-33.4
Butter, lb	30.3	32.0	31.2	+3.0	-42.1
Beef:					
Round steak, lb	28.2	37.7	37.5	+33.0	-18.1
Rib roast, lb	22.4	31.3	30.9	+37.9	-17.8
Chuck roast, lb	16.4	24.9	24.6	+50.0	-19.9
Pork:					
Chops, lb	24.5	36.9	36.4	+48.6	-3.4
Lard, lb	10.3	19.0	19.1	+85.4	+4.4
Whole smoked ham, lb	21.8	27.9	28.3	+29.8	____
Lamb:					
Leg of lamb, lb	27.2	28.0	28.0	+2.9	-32.0
Breast lamb, lb	11.4	13.6	13.5	+18.4	____
Square chuck, lb	19.8	21.9	21.9	+10.6	____
Poultry and eggs:					
Hens, lb	24.2	30.2	30.0	+24.0	-27.5
Eggs, doz	24.6	32.0	32.2	+30.9	-22.2
Bread:					
White, lb	8.1	8.3	8.3	+2.5	-7.8
Rye, lb	8.7	9.0	8.9	+2.3	____
Whole wheat, lb	8.7	9.1	9.0	+3.4	____

(continued)

CONSUMERS will doubtless note with interest that prices of beef reached at least a temporary halt in their sharp rise and actually fell off somewhat during the first half of June. Prices of other meats including hog products, lamb, and poultry were not changed very much but there were moderate drops in the prices of several kinds of meat products.

THE SHARP RISE in food prices which occurred in January and February of this year was very largely the result of the drought, which greatly curtailed supplies of most kinds of livestock and livestock products including meats, dairy products, and poultry products. Consumers will continue to feel the result of the 1934 drought for some time due to the fact that livestock production moves in long cycles and it will not be possible to replace quickly the animals disposed of last year. Still it appears that prices of meats are not likely to go a great deal higher in the near future and perhaps may even come down some more. The effects of the drought on supplies and prices of other foods will be shorter-lived. Plentiful supplies of most crops are now getting ready for market and there has been a substantial increase in production of milk and dairy products. It is expected also that the supply of poultry products will be considerably increased by next fall and winter.

RECENT reports from the Bureau of Agricultural Economics indicate that the supply of food for domestic consumption for 1935 is likely to be greater than that consumed in 1933 and 1934 and about equal to the average consumption during the period from 1929 to 1933. Consumption of foodstuffs in 1934 appears to have been somewhat below average but larger than in 1933. The report indicates that supplies of meat and

CHANGES IN CITY RETAIL PRICES

Kind of food	June 19, 1934	June 4, 1935	June 18, 1935	Change in year	Above or below June 1929
Cereal products:	¢	¢	¢	%	%
Flour, 1b	4.9	5.0	4.9	0.0	0.0
Macaroni, 1b	15.6	15.7	15.7	+0.6	-20.3
Wheat cereal (28-oz. pkg.)	24.2	24.7	24.7	+2.1	-2.8
Vegetables - canned:					
Corn, #2 can	11.3	13.0	13.1	+15.9	-17.1
Peas, #2 can	16.6	17.6	17.8	+7.2	+7.2
Tomatoes, #2, #2½ can	10.5	10.4	10.3	-1.9	-23.1
Vegetables - fresh:					
Potatoes, 1b	2.3	2.1	2.1	-8.7	-32.2
Onions, 1b	4.9	7.1	6.6	+34.7	-5.7
Cabbage, 1b	3.3	4.0	3.6	+9.1	-25.0
Vegetables - fresh:					
Lettuce, head	9.5	9.6	8.4	-11.6	____
Spinach, 1b	5.9	5.4	5.1	-13.6	____
Carrots, bunch	5.4	5.8	5.4	0.0	____
Fruits - canned:					
Peaches, #2½ can	18.2	19.7	19.7	+8.2	____
Pears, #2½ can	21.0	23.0	23.1	+10.0	____
Pineapple, #2½ can	22.1	22.7	22.7	+2.7	____
Fruits - fresh:					
Apples, 1b	7.2	7.4	7.9	+9.7	____
Bananas, doz., 1b	22.9	22.0	21.6	-5.7	-31.9
Oranges, doz	39.4	32.9	32.0	-18.8	-26.9

possibly supplies of some other livestock products available for consumption in 1935 will be less than those in the past season but that the deficiencies in livestock products will be met by greater supplies of other foods.

SUPPLIES OF fruits and vegetables have been particularly plentiful this spring and prices are very reasonable. In many cases fresh fruits and vegetables can be bought at prices considerably below those which existed last year at this time. Thus while meat prices continue to be substantially above those of last year prices of many other foods have either gone up very little or actually decreased.

MEAT PRICES are now somewhat closer to their 1929 level than prices of other foods. Movement of meat prices is discussed

Your Food Bill

(continued)

in the special article beginning on page 3 of this issue. Many consumers will find, if they check back on their bills, that present prices of many manufactured articles and services entering into the cost of living are even closer to their 1929 level than are present meat prices.

IT IS estimated that the total supply of meat for the entire year 1935 will be about one-fourth smaller than that of the year 1934 and about one-fifth below that of recent years. Production of hog products including lard is expected to be about two-thirds as great as 1934 while the production of beef and veal will be somewhat more than three-fourths as great as last year and the output of lamb is expected to be about equal to that of 1934. So far this year supplies of meat available for consumption have been 27 percent less than a year ago. Supplies of hog products have been 38 percent less than last year and beef 17 percent less. Veal supplies have been reduced 4 percent but supplies of lamb and mutton have increased about 7 percent. Due to the decreased output so far this year, stocks of meat on June 1 were about 30 percent below the 1929-33 average for that date.

POULTRY SUPPLIES may be slightly below those of 1934. Milk production in 1935 should equal that of 1934. There will be ample supplies of cereals to take care of domestic consumption requirements. Supplies of fruits and vegetables should be larger than last year and the 5-year average.

DAIRY PRODUCTS

ALTHOUGH the average price of milk stayed at 11.9 cents a quart during the past several weeks, prices of cheese and butter continued to drop. Cheese prices fell off 0.3 cent a pound during the first half of June, and butter prices dropped 0.8 cent a pound. Compared with a year ago, butter cost 3.0 percent more on June 18, 1935, than it did on June 19, 1934; milk prices were 6.2 percent higher than a year ago, and cheese prices were up 7.2 percent above last year's levels.

AVERAGE price received by farmers for butterfat on June 15 was 23.7 cents a pound compared with 27.5 cents on May 15 and with 33.8 cents on April 15. Prices of whole milk at the farm have also dropped slightly during the past 2 months, averaging $1.61 per 100 pounds on June 15 compared with $1.71 on May 15 and $1.78 on April 15. Until the middle of June at least there was no general movement toward lower milk prices to the consumer in the 51 cities covered by the reports of the Bureau of Labor Statistics.

THERE has been a marked increase in the production of dairy products since the pasture season began, and the improvement in pasture conditions and in feed prospects indicates that during the last half of 1935 production of dairy products is likely to be greater than in the last half of 1934. Movement of butter into storage has been heavy during the past few months. Demand conditions have been good.

MARGIN between the price of butter in this country and foreign countries has narrowed a great deal during the past few months and it is expected that imports of butter will be small during the summer.

MILK production per cow on June 1 was 8.7 percent larger than a year earlier. The number of milk cows on farms is about 5 percent less than a year ago. This would indicate that total milk production on June 1 was about 4 percent over last year's levels.

Average Retail Prices, June 18, 1935 (cents)

Markets	Fresh milk (quart)	Cheese (lb.)	Butter (lb.)
United States	11.9	25.3	31.2
New England:			
Boston	12.7	25.4	30.6
Bridgeport	13.0	29.6	32.6
Fall River	13.0	24.6	30.7
Manchester	12.0	26.0	30.7
New Haven	13.0	25.5	31.9
Portland, Maine	12.0	26.2	31.2
Providence	13.0	24.8	29.8
Middle Atlantic:			
Buffalo	12.0	26.5	30.0
Newark	13.0	28.1	32.4
New York	12.5	29.0	31.8
Philadelphia	11.0	29.5	32.0
Pittsburgh	12.3	27.1	31.0
Rochester	12.0	27.9	29.8
Scranton	11.0	26.6	30.7
East North Central:			
Chicago	11.0	28.1	30.2
Cincinnati	12.0	28.1	30.5
Cleveland	11.0	26.9	30.7
Columbus	10.0	28.4	29.9
Detroit	12.0	24.1	31.5
Indianapolis	10.0	24.5	30.1
Milwaukee	10.0	24.7	29.1
Peoria	11.0	24.1	30.3
Springfield, Ill	11.1	23.7	30.0
West North Central:			
Kansas City	11.0	27.3	30.3
Minneapolis	10.0	24.2	28.8
Omaha	10.0	25.3	29.2
St. Louis	12.0	23.8	31.3
St. Paul	10.0	24.5	29.1
South Atlantic:			
Atlanta	14.0	23.2	34.4
Baltimore	12.0	26.6	33.1
Charleston, S. C.	15.0	23.1	32.1
Jacksonville	15.0	22.1	31.7
Norfolk	14.0	23.2	33.0
Richmond	12.0	24.1	30.4
Savannah	14.0	21.2	31.1
Washington, D. C.	13.0	24.8	33.0
East South Central:			
Birmingham	14.0	22.3	34.1
Louisville	12.0	25.0	29.9
Memphis	11.3	21.1	31.5
Mobile	13.0	22.5	30.3
West South Central:			
Dallas	11.0	26.7	29.1
Houston	12.0	20.6	32.4
Little Rock	12.0	22.9	27.8
New Orleans	11.3	23.0	31.8
Mountain:			
Butte	10.0	24.1	30.8
Denver	11.0	27.6	30.7
Salt Lake City	10.0	21.6	33.1
Pacific:			
Los Angeles	11.0	27.3	34.1
Portland, Oreg.	11.3	23.1	32.4
San Francisco	12.0	29.0	34.2
Seattle	10.0	22.9	32.0

Average Retail Prices, June 18, 1935 (cents)

Markets	White (1lb.)	Whole wheat (1lb.)	Rye (1lb.)
United States	8.3	9.0	8.9
New England:			
Boston	8.0	8.8	9.2
Bridgeport	9.0	9.2	9.1
Fall River	7.8	8.9	8.4
Manchester	7.2	8.7	9.0
New Haven	8.9	9.3	8.9
Portland, Maine	9.1	9.4	9.6
Providence	8.2	9.4	8.8
Middle Atlantic:			
Buffalo	8.0	9.4	8.5
Newark	8.3	9.7	9.5
New York	8.7	9.7	9.0
Philadelphia	9.4	10.6	9.9
Pittsburgh	8.8	9.1	8.9
Rochester	8.1	9.1	8.2
Scranton	8.7	9.9	9.6
East North Central:			
Chicago	8.7	8.9	7.9
Cincinnati	8.4	9.5	9.4
Cleveland	9.6	8.7	8.3
Columbus	9.5	9.3	9.1
Detroit	7.3	7.8	7.7
Indianapolis	7.4	8.9	7.7
Milwaukee	9.0	9.3	6.7
Peoria	9.4	8.9	9.0
Springfield, Ill	7.9	9.7	9.6
West North Central:			
Kansas City	8.3	9.1	9.0
Minneapolis	8.8	9.3	8.8
Omaha	8.8	8.8	9.3
St. Louis	10.9	9.5	9.0
St. Paul	8.4	9.6	9.0
South Atlantic:			
Atlanta	7.7	9.0	9.4
Baltimore	8.7	9.5	9.3
Charleston, S. C.	5.0	10.4	9.8
Jacksonville	5.7	10.0	9.9
Norfolk	8.5	9.0	8.7
Richmond	8.6	9.0	8.6
Savannah	6.5	10.5	10.0
Washington, D. C.	8.7	8.9	8.8
East South Central:			
Birmingham	6.1	10.0	9.8
Louisville	9.4	8.5	8.0
Memphis	7.0	9.3	8.9
Mobile	7.2	10.0	10.0
West South Central:			
Dallas	8.6	7.8	8.0
Houston	6.0	8.6	8.5
Little Rock	8.0	10.1	9.6
New Orleans	6.7	9.7	8.7
Mountain:			
Butte	9.3	9.6	9.6
Denver	8.3	8.0	9.2
Salt Lake City	9.5	7.0	9.4
Pacific:			
Los Angeles	8.6	7.9	9.3
Portland, Oreg.	9.4	9.3	10.1
San Francisco	9.4	9.0	9.1
Seattle	8.2	9.0	9.9

BREAD

PRICES of rye bread and whole wheat bread each dropped 0.1 cent a pound from June 4 to June 18, while white bread remained unchanged at 8.3 cents a pound. Increases in bread prices from June 19, 1934, to June 18, 1935, were 2.3 percent for rye bread, 2.5 percent for white bread, and 3.4 percent for whole wheat bread.

WHEAT and flour have been dropping in price during the past 2 months and unless wholesale prices of wheat and flour should go up, it appears that a slight drop in bread prices should occur within the next few weeks. During the past 2 years bread prices have been quickly adjusted to changes in the market prices of wheat and flour and the margin between the cost of bread materials to the baker and the retail price of bread has been fairly stable.

RECENT DROP in flour prices has not been great enough to bring about a substantial drop in prices of bread. As most consumers know the cost of flour represents only a small proportion of the price paid for bread. Ingredients other than flour represent a substantial cost to the baker and some of these ingredients are now selling at rather high prices. For example, lard is high at the present time. Also it must be remembered that the major part of the retail price of bread goes to cover charges in the bakeries and in retail stores.

SINCE flour represents only a small proportion of the retail price of bread the recent drop in flour prices cannot be expected to result in any large saving to the consumer. Nevertheless bread prices should go no higher and probably should be reduced somewhat in many cities unless the market for wheat should pick up again.

CEREAL PRODUCTS

FLOUR dropped from an average of 5.0 cents a pound on June 4 to 4.9 cents a pound on June 18. The June 18 price is the same as the price quoted on June 19, 1934. Macaroni prices which were unchanged in the first half of June were only 0.1 cent a pound above last year's levels and prices of wheat cereal were 0.5 cent a 28-oz. package over that of last year.

MARKET PRICES of wheat are still slightly above those of a year ago but dropped considerably from the latter part of April to the latter part of June.

LAST YEAR a sharp rise in the wheat market occurred during July and August. This was due mainly to the poor weather conditions which resulted in a small crop of wheat. Prospects are that the wheat this year will be much better than a year ago and unless weather conditions should become unfavorable during the remainder of the growing season, there is no reason to expect any substantial rise in wheat prices. It is therefore likely that the price of flour and prices of other cereal products during the coming year will be below the prices of the 1934-35 crop year.

PRESENT CONDITIONS in the northern hemisphere indicate an increase in wheat production in North America but little change in the European crop, exclusive of Russia, and a decrease in the North African crop. Crop conditions in Russia are reported better than last year but the production in China will probably be about 15 percent under last year's production.

Average Retail Prices, June 18, 1935 (cents)

Markets	Flour (1b.)	Macaroni (1b.)	Wheat cereal (28-oz. pkg.)
United States	4.9	15.7	24.7
New England:			
Boston	4.7	15.0	23.8
Bridgeport	5.4	16.8	25.7
Fall River	5.0	16.6	21.7
Manchester	5.3	17.7	25.6
New Haven	5.3	17.1	23.1
Portland, Maine	4.8	18.1	24.3
Providence	4.8	15.0	22.1
Middle Atlantic:			
Buffalo	5.1	16.6	25.0
Newark	5.3	16.3	23.1
New York	5.5	16.7	23.8
Philadelphia	5.0	16.4	24.9
Pittsburgh	4.5	15.9	23.3
Rochester	5.4	15.2	23.6
Scranton	4.8	17.1	24.5
East North Central:			
Chicago	5.0	14.9	24.7
Cincinnati	4.7	15.5	22.6
Cleveland	4.8	17.0	23.1
Columbus	4.4	17.4	27.5
Detroit	4.7	14.8	23.3
Indianapolis	4.4	15.0	25.7
Milwaukee	4.7	14.3	24.9
Peoria	4.9	17.0	25.0
Springfield, Ill	5.4	15.6	24.9
West North Central:			
Kansas City	4.7	16.2	23.3
Minneapolis	4.9	14.2	22.1
Omaha	4.5	19.2	24.5
St. Louis	4.9	16.5	25.7
St. Paul	4.8	14.4	23.6
South Atlantic:			
Atlanta	5.5	17.4	26.1
Baltimore	4.9	16.3	24.5
Charleston, S. C	5.4	15.4	25.0
Jacksonville	5.6	15.3	26.3
Norfolk	5.1	15.7	25.6
Richmond	4.9	15.4	23.3
Savannah	5.4	16.0	25.4
Washington, D. C	5.3	15.6	24.0
East South Central:			
Birmingham	5.4	13.3	26.6
Louisville	4.7	14.4	24.0
Memphis	5.6	14.7	25.6
Mobile	5.2	16.7	25.6
West South Central:			
Dallas	4.9	17.2	27.1
Houston	4.7	13.2	22.8
Little Rock	4.8	16.2	28.5
New Orleans	6.2	9.6	24.0
Mountain:			
Butte	4.7	16.6	25.7
Denver	4.0	16.0	24.7
Salt Lake City	3.8	16.8	26.3
Pacific:			
Los Angeles	4.5	15.3	24.9
Portland, Oreg	4.6	16.7	22.4
San Francisco	5.1	16.1	24.7
Seattle	4.7	16.8	26.1

Average Retail Prices, June 18, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	37.5	30.9	24.6
New England:			
Boston	46.8	36.0	29.6
Bridgeport	45.4	36.9	28.7
Fall River	43.5	30.8	24.4
Manchester	45.4	32.5	27.5
New Haven	48.0	35.5	27.6
Portland, Maine	45.1	34.8	25.8
Providence	46.3	36.1	28.0
Middle Atlantic:			
Buffalo	36.4	31.8	25.3
Newark	41.9	33.9	26.9
New York	40.4	34.8	25.9
Philadelphia	40.6	35.7	26.9
Pittsburgh	38.7	32.6	26.5
Rochester	36.9	30.6	24.6
Scranton	40.6	33.9	29.3
East North Central:			
Chicago	35.6	33.2	26.4
Cincinnati	42.2	34.3	27.5
Cleveland	38.7	32.7	27.7
Columbus	40.1	30.0	26.6
Detroit	37.5	33.3	27.1
Indianapolis	37.8	30.0	26.2
Milwaukee	35.0	30.1	25.9
Peoria	35.1	28.8	24.4
Springfield, Ill	36.4	27.6	23.8
West North Central:			
Kansas City	33.7	28.6	23.3
Minneapolis	33.9	29.1	24.6
Omaha	35.8	27.4	24.2
St. Louis	40.2	31.7	26.8
St. Paul	33.6	28.7	25.3
South Atlantic:			
Atlanta	38.0	30.4	24.7
Baltimore	37.5	32.2	24.6
Charleston, S. C	33.2	27.4	20.1
Jacksonville	31.0	27.9	21.0
Norfolk	34.9	30.3	23.2
Richmond	38.1	31.9	24.0
Savannah	30.2	27.7	20.0
Washington, D. C	41.5	33.6	26.8
East South Central:			
Birmingham	35.6	26.3	23.0
Louisville	37.1	27.9	24.1
Memphis	38.4	28.4	20.1
Mobile	33.4	25.0	19.8
West South Central:			
Dallas	38.7	31.3	22.6
Houston	37.7	30.4	20.6
Little Rock	34.5	28.2	20.8
New Orleans	33.3	29.6	20.1
Mountain:			
Butte	27.8	24.5	20.4
Denver	32.4	26.5	22.8
Salt Lake City	31.4	27.1	23.3
Pacific:			
Los Angeles	33.0	28.9	22.0
Portland, Oreg	26.5	23.2	18.7
San Francisco	34.4	30.4	21.0
Seattle	32.8	27.4	20.5

BEEF

FIRST DROP in beef prices which has occurred for several months appeared in the June 18 report on retail prices. The prices of all cuts of beef were reported lower on that date than on June 4. During these 2 weeks the prices of round steak dropped 0.2 cent a pound, rib roast was down 0.4 cent, and chuck roast down 0.3 cent. While these decreases are not very big they at least indicate that prices of beef are not continuing to rise indefinitely.

IT WAS pointed out in the last issue of the GUIDE that prices of beef steers and wholesale prices of dressed beef fell off somewhat during May and early June. This drop continued throughout the month of June. Prices of all grades of beef steers in Chicago declined from an average of $11.48 per 100 pounds in the week ending May 4 to an average of $9.83 in the week ending June 29. Wholesale prices of dressed beef fell about 2½ cents a pound from May 25 to June 29.

AVERAGE farm price of beef cattle on June 15 was $6.55 compared with $6.80 on May 15 and $6.71 on April 15. A year ago on June 15, 1934, the average price was $4.00. For the past 4 months the farm price of beef cattle has been approximately equal to pre-war parity. On June 15, 1934, cattle prices were only 63 percent of the pre-war parity price.

SLAUGHTER of cattle during the next 6 months will be much below the commercial slaughter for the corresponding months last year but will probably be as much as it was during these months in 1932. It is expected that prices of beef will continue to be supported by the low supplies of hogs.

PORK PRODUCTS

RECENT TREND of retail prices of pork and hog products has been irregular. Prices of fresh pork have dropped somewhat. For example, the average price of pork chops dropped from 36.9 cents a pound on June 4 to 36.4 cents on June 18. On the other hand the price of lard went up 0.1 cent a pound, and the price of whole smoked hams 0.4 cent. Bacon prices also increased.

WHOLESALE market price of hogs dropped almost $1 per 100 pounds during the month of June; wholesale prices of pork loins dropped a little over 2 cents a pound during the month. Wholesale prices of hams, bacon, and lard were practically unchanged and no great change in the prices of these products can be anticipated for some weeks because of the normal lag between the time of hog slaughter and the sale of cured hog products.

HOG SLAUGHTER in May this year was the smallest for that month since 1896 and was slightly smaller than in April. In view of the extremely small slaughter supplies in prospect for the summer, no great decline in hog prices is likely. However, present trends if continued in the wholesale market for hogs and hog products and in prices of beef would tend to indicate that the advance in retail prices of hog products may be checked during the next few weeks.

UNITED STATES exports of both pork and lard have been greatly reduced during the present marketing year. For the period from October 1934 to April 1935, exports of lard were 64 percent smaller than a year earlier and exports of pork were down 24 percent.

Average Retail Prices, June 18, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	36.4	19.1	28.3
New England:			
Boston	38.0	18.2	28.7
Bridgeport	39.0	17.9	29.1
Fall River	35.7	17.8	29.8
Manchester	35.9	18.4	30.1
New Haven	38.0	18.2	30.3
Portland, Maine	37.6	17.8	28.5
Providence	38.5	17.8	29.2
Middle Atlantic:			
Buffalo	37.9	17.7	28.3
Newark	35.7	19.0	28.9
New York	37.3	19.5	29.5
Philadelphia	38.6	19.3	28.8
Pittsburgh	37.0	18.0	27.6
Rochester	37.1	18.4	28.6
Scranton	39.0	20.0	28.7
East North Central:			
Chicago	37.0	18.5	27.6
Cincinnati	38.7	20.2	28.0
Cleveland	38.7	20.7	28.6
Columbus	37.9	19.0	28.7
Detroit	41.4	18.9	29.6
Indianapolis	35.8	18.4	27.4
Milwaukee	36.5	18.6	27.1
Peoria	34.0	19.8	28.0
Springfield, Ill	33.6	19.4	27.4
West North Central:			
Kansas City	35.1	18.8	28.0
Minneapolis	36.6	18.6	27.8
Omaha	33.6	20.2	28.0
St. Louis	36.4	18.3	28.6
St. Paul	35.6	19.1	27.1
South Atlantic:			
Atlanta	35.8	18.9	26.1
Baltimore	36.6	18.4	29.2
Charleston, S. C.	33.3	19.1	26.9
Jacksonville	31.2	19.8	26.7
Norfolk	34.0	17.9	27.3
Richmond	36.4	18.3	27.6
Savannah	32.0	18.8	25.7
Washington, D. C.	41.3	18.8	28.7
East South Central:			
Birmingham	33.0	18.2	26.2
Louisville	34.3	19.5	25.2
Memphis	34.2	18.6	28.4
Mobile	31.6	18.7	26.9
West South Central:			
Dallas	34.3	21.0	27.5
Houston	32.2	18.6	25.7
Little Rock	32.6	19.2	27.7
New Orleans	34.0	18.8	27.6
Mountain:			
Butte	29.9	20.8	29.2
Denver	35.4	20.9	28.5
Salt Lake City	37.4	23.1	31.0
Pacific:			
Los Angeles	43.4	20.2	30.2
Portland, Oreg.	32.3	19.8	29.0
San Francisco	38.6	20.7	31.7
Seattle	36.7	19.9	30.8

Average Retail Prices, June 18, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	28.0	13.5	21.9
New England:			
Boston	27.8	14.7	18.7
Bridgeport	28.9	11.1	23.1
Fall River	27.2	11.6	19.5
Manchester	28.6	15.6	23.1
New Haven	28.8	12.5	23.3
Portland, Maine	27.0	15.4	21.5
Providence	28.0	12.0	22.6
Middle Atlantic:			
Buffalo	27.2	14.0	25.0
Newark	28.4	14.0	23.8
New York	28.0	12.1	20.5
Philadelphia	28.6	8.8	19.8
Pittsburgh	28.7	15.0	23.2
Rochester	26.6	14.5	22.0
Scranton	30.6	13.7	26.1
East North Central:			
Chicago	28.7	12.3	23.6
Cincinnati	31.3	17.0	26.5
Cleveland	29.8	16.0	26.0
Columbus	31.6	15.9	26.4
Detroit	29.5	16.0	26.1
Indianapolis	30.6	14.4	24.0
Milwaukee	29.3	13.1	24.0
Peoria	28.8	14.8	22.3
Springfield, Ill	24.1	13.1	21.2
West North Central:			
Kansas City	26.5	16.1	20.5
Minneapolis	27.3	11.4	22.3
Omaha	26.3	9.8	20.0
St. Louis	27.1	17.2	22.5
St. Paul	26.2	11.4	21.9
South Atlantic:			
Atlanta	25.7	15.2	20.0
Baltimore	28.7	15.1	23.6
Charleston, S. C.	29.0	15.0	20.7
Jacksonville	27.9	11.3	20.5
Norfolk	27.4	13.6	18.3
Richmond	29.2	15.8	23.6
Savannah	27.6	14.0	20.1
Washington, D. C.	29.1	13.4	24.1
East South Central:			
Birmingham	31.2	15.5	16.4
Louisville	28.6	15.0	23.8
Memphis	27.0	13.7	17.0
Mobile	28.9	15.0	20.2
West South Central:			
Dallas	30.8	15.8	22.2
Houston	30.2	14.5	20.6
Little Rock	27.6	14.5	20.3
New Orleans	27.0	13.7	17.8
Mountain:			
Butte	27.3	14.0	21.7
Denver	24.6	11.9	20.6
Salt Lake City	27.4	12.6	22.6
Pacific:			
Los Angeles	25.8	10.3	18.9
Portland, Oreg.	22.0	10.6	17.6
San Francisco	27.1	10.6	19.2
Seattle	24.3	11.6	19.1

LAMB

PRICES of lamb changed very little during the first half of June. From June 4 to June 18 there was no change in leg of lamb or square chuck and only a drop of 0.1 cent a pound for breast of lamb. If meat prices are compared with those of a year ago it will be found that lamb has increased much less than beef and pork. For example, the June 18 price of leg of lamb averaged 28 cents; on June 19, 1934, the average was 27.2 cents a pound. This was an increase of only 2.9 percent over last year.

THERE HAS been little change in average farm prices of lambs during the past 3 months. Farm price on June 15 averaged $6.52 per 100 pounds which is 88 percent of the pre-war parity.

SLAUGHTER SUPPLIES of new crop lambs are expected to continue fairly large in June but to drop off in July and August. Total eastern shipments of California lambs this year on June 1 were about 532,000 head. This is about 100,000 head more than were shipped for that date last year. As a result of the heavy shipments of spring lambs the premium for those lambs over the prices of old-crop lambs is narrower than usual.

LAMB SLAUGHTER during recent months has been considerably above last year. Inspected slaughter in May was 28 percent above May 1934 and 13 percent above the 5-year May average and represents the largest May slaughter on record.

POULTRY AND EGGS

FOLLOWING about their usual seasonal tendencies, prices of hens dropped 0.2 cent a pound during the first half of June while egg prices went up 0.2 cent a dozen. Hens are now about 24 percent and eggs about 31 percent above last year.

AVERAGE farm price of eggs dropped from 21.4 cents a dozen on May 15 to 21 cents on June 15. This is contrary to the usual seasonal movement. In fact it is likely that the seasonal upswing in prices from now to November, both at the farm and at the city store, will be somewhat more than average. This is due to the fact that storage stocks of eggs are light this year and receipts have also been less than normal. There is likely to be a pick-up in receipts of eggs when the new crop of pullets begins to lay, but from now until next fall, egg prices will probably be considerably higher than they were a year ago. The farm prices of both eggs and chickens on June 15 were above parity levels: that is, a dozen eggs or a pound of chickens at the farm would exchange for more goods than in the pre-war period from 1910-14. On the other hand, of course, the farmers have a smaller amount of chickens and eggs to sell than they have had in recent years.

TREND of wholesale egg prices has been very irregular during the past 2 months. The wholesale New York City price in June averaged a little under the May price and there was very little increase in prices during the month of June.

COLD STORAGE stocks of eggs on June 1 were 6,400,000 cases. Last year the stocks on hand on June 1 were 7,819,000 cases. The 5-year average is 7,665,000 cases.

Average Retail Prices, June 18, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	30.0	32.2
New England:		
Boston	32.9	41.2
Bridgeport	34.6	42.5
Fall River	35.0	37.8
Manchester	33.5	38.3
New Haven	35.8	38.5
Portland, Maine	32.8	37.2
Providence	32.6	38.9
Middle Atlantic:		
Buffalo	32.0	33.1
Newark	34.6	40.1
New York	33.2	40.4
Philadelphia	33.6	34.7
Pittsburgh	30.0	32.2
Rochester	31.6	32.9
Scranton	35.1	34.0
East North Central:		
Chicago	30.5	32.2
Cincinnati	31.3	29.9
Cleveland	32.3	32.2
Columbus	31.1	28.9
Detroit	33.7	31.2
Indianapolis	27.7	27.5
Milwaukee	26.7	30.0
Peoria	27.0	26.8
Springfield, Ill	27.7	25.9
West North Central:		
Kansas City	26.6	30.0
Minneapolis	29.1	28.9
Omaha	26.4	28.2
St. Louis	28.5	28.8
St. Paul	28.6	29.7
South Atlantic:		
Atlanta	26.1	31.0
Baltimore	32.9	32.7
Charleston, S. C	26.8	29.8
Jacksonville	28.4	31.1
Norfolk	27.1	30.7
Richmond	31.3	30.4
Savannah	22.8	28.1
Washington, D. C	35.1	36.4
East South Central:		
Birmingham	22.1	27.6
Louisville	26.9	28.1
Memphis	25.2	28.8
Mobile	23.0	25.0
West South Central:		
Dallas	25.3	28.4
Houston	29.3	29.5
Little Rock	22.6	27.2
New Orleans	26.9	29.3
Mountain:		
Butte	27.4	33.0
Denver	27.8	34.3
Salt Lake City	29.0	32.2
Pacific:		
Los Angeles	34.6	33.5
Portland, Oreg	27.2	30.1
San Francisco	35.8	34.9
Seattle	30.5	31.9

Average Retail Prices, June 18, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	2.1	6.6	3.6
New England:			
Boston	1.9	7.4	3.6
Bridgeport	1.8	7.5	4.5
Fall River	1.6	6.1	4.4
Manchester	1.5	8.2	4.1
New Haven	1.8	6.9	4.6
Portland, Maine	1.4	7.7	3.9
Providence	1.6	6.2	3.6
Middle Atlantic:			
Buffalo	1.9	6.7	3.6
Newark	2.2	7.3	3.7
New York	2.4	6.7	4.0
Philadelphia	2.1	5.9	2.5
Pittsburgh	2.4	6.4	3.8
Rochester	1.9	6.4	4.6
Scranton	2.2	6.3	3.3
East North Central:			
Chicago	2.1	6.0	3.7
Cincinnati	2.3	7.2	3.7
Cleveland	2.4	7.4	4.1
Columbus	1.6	7.3	4.1
Detroit	1.7	6.4	3.5
Indianapolis	1.3	6.6	3.7
Milwaukee	1.6	5.9	3.6
Peoria	2.3	7.0	3.5
Springfield, Ill.	2.1	7.2	2.9
West North Central:			
Kansas City	2.5	7.2	2.5
Minneapolis	2.1	7.1	4.2
Omaha	2.4	7.9	4.2
St. Louis	2.1	7.1	2.9
St. Paul	2.0	6.9	4.7
South Atlantic:			
Atlanta	2.2	6.8	2.3
Baltimore	2.1	7.4	2.4
Charleston, S. C.	2.0	8.1	2.5
Jacksonville	1.7	6.6	2.9
Norfolk	1.9	7.6	3.2
Richmond	2.1	8.1	2.5
Savannah	1.8	6.1	2.9
Washington, D. C.	2.0	7.1	3.5
East South Central:			
Birmingham	2.1	5.4	2.6
Louisville	2.7	6.8	2.8
Memphis	2.6	6.5	1.6
Mobile	1.9	6.2	2.8
West South Central:			
Dallas	3.3	5.7	4.1
Houston	2.6	4.3	2.9
Little Rock	2.2	6.1	3.0
New Orleans	2.0	4.6	3.5
Mountain:			
Butte	2.6	8.3	6.2
Denver	2.6	6.4	4.2
Salt Lake City	2.0	7.1	4.7
Pacific:			
Los Angeles	2.0	4.0	1.9
Portland, Oreg.	2.2	6.8	4.0
San Francisco	2.9	5.5	7.9
Seattle	2.8	6.1	4.8

VEGETABLES

(Fresh)

POTATO PRICES did not change from June 4 to June 18 but onions dropped from 7.1 cents a pound to 6.6 cents a pound, and cabbage prices from 4 cents to 3.6 cents a pound.

POTATOES are about 9 percent less than they were a year ago.

WHOLESALE PRICES OF potatoes dropped rather steadily from the beginning of May to about the beginning of June in spite of the fact that production in the second group of early States and the first section of the intermediate States seems to be about 17 percent below that of last year and 15 percent below the 5-year average. Car-lot shipments of potatoes during recent weeks have been somewhat less than they were a year ago but probably the total marketings have been heavier owing to increased shipments by motor truck.

ONION PRODUCTION in the seven intermediate States is forecast at 27 percent above the 1934 crop and 71 percent above the average production during the 5 years from 1929 to 1933. Acreage and the indicated yield per acre in this group of States are both larger than usual. In the late onion States indications are that the acreage has been increased to about 7 percent more than was planted in 1934. This is about 21 percent more than the acreage which was actually harvested in 1934.

CABBAGE PRICES have been falling off rapidly during recent weeks and are now not much higher than the very low prices which prevailed at this time last year.

VEGETABLES

(Fresh)

A NUMBER of perishable vegetables dropped in price during the first half of June. There was a rather substantial falling off in the prices of all three vegetables listed on this page. Lettuce prices fell 1.2 cents a head, spinach 0.3 cent a pound, and carrots 0.4 cent a bunch. Both spinach and lettuce in June of this year were considerably below the prices consumers were paying at this time last year. Carrots were priced at the same level.

CONSUMERS who are concerned about the high cost of meats and some other foods may get some help from the fact that prices of a number of foods did not go up during the past year. There is a great deal of variation among the different perishable vegetable groups but in general most perishable groups of vegetables are selling at prices close to last year's and supplies of these foods are plentiful.

HOME GROWN supplies of lettuce in the East and Middle West are supplying a large part of the demand at this time of the year although at all periods substantial quantities of western iceberg are on the market. The quality of California iceberg lettuce has been improving and the crop is running to larger sizes than previously this year.

INCREASED SUPPLIES of spinach and carrots as well as of many other fresh vegetables are coming from market garden areas near the larger centers of population. There is very little information concerning these local market garden crops, but prices would indicate that supplies are fairly plentiful in most sections of the country.

Average Retail Prices, June 18, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	8.4	5.1	5.4
New England:			
Boston	8.2	4.7	6.2
Bridgeport	8.3	5.4	7.0
Fall River	7.5	5.2	6.6
Manchester	9.8	4.6	6.9
New Haven	7.0	4.5	6.9
Portland, Maine	10.0	4.6	6.5
Providence	8.4	4.8	6.6
Middle Atlantic:			
Buffalo	8.7	3.4	6.2
Newark	9.0	4.6	6.6
New York	9.2	5.1	6.7
Philadelphia	10.1	4.4	5.3
Pittsburgh	9.0	4.8	5.7
Rochester	9.4	3.2	5.9
Scranton	8.9	4.8	6.6
East North Central:			
Chicago	7.7	4.5	5.1
Cincinnati	8.4	5.8	5.6
Cleveland	9.6	4.4	5.9
Columbus	12.1	6.5	6.4
Detroit	9.0	3.1	5.5
Indianapolis	9.2	5.1	5.6
Milwaukee	8.4	3.8	5.3
Peoria	8.0	5.7	6.1
Springfield, Ill.	8.7	5.3	5.0
West North Central:			
Kansas City	8.2	4.8	5.3
Minneapolis	7.9	5.0	5.1
Omaha	8.8	3.7	5.3
St. Louis	8.8	5.8	4.9
St. Paul	8.3	4.6	6.0
South Atlantic:			
Atlanta	9.5	8.0	6.3
Baltimore	10.7	7.0	7.2
Charleston, S. C.	10.8	10.7	5.2
Jacksonville	9.5	7.2	5.9
Norfolk	11.5	6.5	5.2
Richmond	9.9	6.4	5.4
Savannah	10.0	7.9	6.4
Washington, D. C.	11.9	6.4	7.6
East South Central:			
Birmingham	8.0	.....	5.7
Louisville	9.3	5.4	3.5
Memphis	6.0	7.6	2.8
Mobile	9.0	6.1	5.2
West South Central:			
Dallas	6.5	8.7	4.0
Houston	5.3	5.4	4.8
Little Rock	5.8	9.4	3.8
New Orleans	8.4	5.5	3.6
Mountain:			
Butte	9.6	7.8	6.7
Denver	7.3	3.1	5.1
Salt Lake City	6.1	2.9	4.5
Pacific:			
Los Angeles	5.1	2.6	2.7
Portland, Oreg.	5.0	4.5	4.7
San Francisco	4.6	5.4	3.1
Seattle	4.4	3.7	3.2

Average Retail Prices, June 18, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	7.9	21.6	32.0
New England:			
Boston	7.4	*5.5	31.9
Bridgeport	9.0	*5.8	35.0
Fall River	8.2	*6.1	32.1
Manchester	7.7	*5.8	38.3
New Haven	8.8	22.4	33.7
Portland, Maine	8.0	*6.8	34.6
Providence	7.6	*5.6	35.7
Middle Atlantic:			
Buffalo	5.7	22.6	33.6
Newark	8.2	22.0	34.7
New York	9.1	20.7	38.0
Philadelphia	7.3	20.1	31.8
Pittsburgh	7.2	23.1	35.3
Rochester	4.3	20.6	31.7
Scranton	6.7	19.7	33.3
East North Central:			
Chicago	9.2	*6.4	32.2
Cincinnati	8.7	*5.9	30.2
Cleveland	8.1	*6.2	33.9
Columbus	7.5	*6.1	36.8
Detroit	7.9	*5.5	35.4
Indianapolis	8.4	*6.6	34.3
Milwaukee	8.4	*6.2	31.2
Peoria	9.0	*6.7	33.3
Springfield, Ill	9.1	*6.3	32.1
West North Central:			
Kansas City	8.5	*6.5	34.3
Minneapolis	9.9	*7.2	35.2
Omaha	8.8	*7.9	32.7
St. Louis	9.0	*6.0	31.2
St. Paul	10.1	*7.8	37.1
South Atlantic:			
Atlanta	6.0	21.8	25.0
Baltimore	9.7	18.8	31.8
Charleston, S. C.	7.3	20.3	28.3
Jacksonville	8.0	14.6	26.9
Norfolk	6.5	19.2	35.3
Richmond	6.9	23.2	31.9
Savannah	6.5	18.9	25.4
Washington, D. C.	8.1	21.2	35.3
East South Central:			
Birmingham	5.7	*5.8	25.5
Louisville	7.7	*5.8	33.9
Memphis	8.3	*5.6	30.0
Mobile	6.9	14.6	28.7
West South Central:			
Dallas	8.4	*6.3	34.4
Houston	——	19.3	34.3
Little Rock	8.2	*5.5	29.6
New Orleans	9.8	15.3	30.8
Mountain:			
Butte	8.7	*9.4	32.0
Denver	9.7	*7.1	30.7
Salt Lake City	8.9	*7.7	26.8
Pacific:			
Los Angeles	8.4	*6.4	17.2
Portland, Oreg.	5.2	*7.5	25.0
San Francisco	7.0	23.2	23.9
Seattle	5.9	*6.9	26.4

FRUIT

(Fresh)

DURING the first half of June apples went up 0.5 cent a pound. This is not unlike the usual seasonal movement at the end of the old crop season. New apples are now just beginning to come on the market. It is too early to forecast accurately the size of the apple crop this year; however, early indications point to a fairly good one. The June 1 condition of the crop was reported to be better than last year and slightly better than average. Conditions are reported as favorable in most States except those of the South Central group, although in most of the North Atlantic States they are slightly below average.

PEACH CROP is forecast at 15 percent larger than the 1934 crop and 17 percent larger than the 1933 crop. This is in spite of the fact that peach prospects in California are poor. California ordinarily produces more than two-fifths of the total crop of peaches.

PEAR CROP is forecast at 4 percent larger than the 1933 crop but 6 percent under the 1934 crop.

ORANGE PRICES have been dropping during recent weeks and now are almost 20 percent below prices of a year ago. This is due to the large crop of citrus fruit which has been harvested during the past year. The June 1 crop report indicates unusually low condition on all kinds of citrus fruit for the 1935-36 crops in Florida and in the Gulf States. Conditions in California are about average and in Arizona they seem particularly good. It is estimated that the orange production in the 1934-35 season amounts to over 61 million boxes compared with 47 million boxes a year earlier and an average of about 49 million boxes for the preceding 5 years.

Average Retail Prices, June 18, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States	19.7	23.1	22.7	13.1	17.8	10.3
New England:						
Boston	19.5	23.5	22.7	13.8	17.9	12.4
Bridgeport	21.1	25.1	23.6	15.3	20.8	13.1
Fall River	18.4	22.4	22.3	11.9	18.3	10.3
Manchester	21.3	24.3	23.6	14.3	17.9	11.9
New Haven	21.4	24.6	24.1	14.5	18.5	11.3
Portland, Maine	20.6	24.5	23.3	13.4	17.9	11.1
Providence	18.4	24.4	21.9	12.8	19.1	10.3
Middle Atlantic:						
Buffalo	20.9	24.1	22.8	12.6	16.8	10.6
Newark	17.9	21.0	20.7	13.3	17.8	10.4
New York	17.7	21.0	20.7	13.1	17.5	10.0
Philadelphia	18.2	22.2	20.9	12.6	17.8	10.8
Pittsburgh	19.6	22.9	22.9	12.4	17.5	10.3
Rochester	21.4	23.6	23.1	13.9	17.3	11.3
Scranton	20.0	21.1	22.5	14.3	17.0	10.4
East North Central:						
Chicago	21.9	24.8	24.2	13.8	16.8	11.4
Cincinnati	19.6	24.3	23.3	12.6	17.5	10.4
Cleveland	21.2	24.3	24.4	14.1	17.0	11.8
Columbus	21.2	26.1	24.8	13.0	18.6	10.8
Detroit	18.7	22.6	23.1	11.1	19.3	10.0
Indianapolis	18.9	26.1	23.3	11.5	17.5	9.9
Milwaukee	21.8	20.5	23.8	13.3	18.5	10.9
Peoria	21.9	24.8	23.8	13.6	18.0	11.4
Springfield, Ill	21.8	26.4	24.1	13.9	19.1	12.3
West North Central:						
Kansas City	19.2	23.0	22.7	11.4	16.4	10.0
Minneapolis	21.0	24.0	24.5	12.0	17.4	11.6
Omaha	20.6	24.1	24.1	12.5	17.9	11.1
St. Louis	18.9	23.6	22.9	12.0	18.6	9.6
St. Paul	21.6	23.2	23.9	12.8	16.9	11.1
South Atlantic:						
Atlanta	19.5	23.6	23.9	12.1	18.3	9.3
Baltimore	18.2	21.3	20.3	13.9	16.4	9.9
Charleston, S. C	19.2	22.0	22.7	11.6	17.8	9.8
Jacksonville	19.0	24.2	22.6	13.1	18.0	9.0
Norfolk	20.2	24.1	23.6	11.8	16.4	9.4
Richmond	19.3	24.0	22.5	13.1	18.3	8.8
Savannah	21.2	23.7	23.1	13.4	20.3	9.1
Washington, D. C	18.1	22.8	21.6	12.9	14.8	9.5
East South Central:						
Birmingham	20.2	22.3	24.6	12.9	16.1	9.1
Louisville	20.7	25.5	23.5	12.8	17.0	9.6
Memphis	18.9	22.5	21.7	12.5	20.3	9.5
Mobile	17.5	20.5	19.0	12.1	17.5	9.3
West South Central:						
Dallas	21.5	25.8	24.7	13.3	21.0	10.6
Houston	17.8	20.9	20.9	12.6	17.6	9.3
Little Rock	19.6	23.7	23.7	12.4	16.6	9.9
New Orleans	18.5	24.0	22.0	13.6	19.8	9.9
Mountain:						
Butte	20.1	23.1	24.3	13.6	17.6	11.6
Denver	21.5	24.3	24.0	14.4	17.8	12.6
Salt Lake City	21.4	24.3	22.9	13.9	16.8	11.4
Pacific:						
Los Angeles	17.2	19.6	20.1	13.3	17.8	*12.6
Portland, Oreg	19.2	20.4	21.1	13.3	17.9	*13.1
San Francisco	17.9	20.5	20.7	14.5	17.1	*13.0
Seattle	20.3	21.1	21.1	14.0	17.8	*13.7

CHECK LIST OF FOODS FOR 1935

The Bureau of Agricultural Economics makes these estimates of total supplies (representing production plus carry-over[1]) which will be available this year, and comparison with previous years.

Commodity	Date of stocks	Unit	Average, 1929-33	1933	1934	Indicated, 1935	1935 as percentage of—		
							Average	1933	1934
Meats other than poultry	Jan. 1	1,000 lbs	12,486,468	12,845,117	12,896,335	9,768,000	78	76	76
Chicken meat	"	" "	1,583,997	1,615,082	1,537,382	1,518,000	96	94	99
Eggs	"	1,000 doz	2,720,680	2,594,116	2,559,830	2,422,000	89	93	95
Milk	"	1,000 gal	11,973,372	12,046,163	11,922,907	11,739,000	98	98	98
Lard	"	1,000 lbs	1,680,423	1,720,360	1,473,222	908,000	54	53	62
Edible fats and oils, other than lard and butter	"	" "	[2]3,096,000	3,225,000	3,213,000	2,978,000	96	92	93
Wheat	Aug. 1	1,000 bu	1,115,000	922,000	785,000	830,000	74	90	106
Rice	"	1,000 pockets	12,947	11,712	12,362	12,000	93	103	97
Fruits, fresh	None	Tons	9,049,024	8,500,267	8,226,156	9,630,000	106	113	117
" dried	Sept. 1	"	634,145	633,178	573,700	644,000	102	102	112
" canned	July 1	1,000 cases	43,094	40,985	44,728	44,000	103	108	99
Vegetables, fresh	None	Tons	5,475,737	4,780,407	5,384,960	5,546,000	101	116	103
" canned	Aug. 1	1,000 cases	85,756	72,828	80,156	98,000	114	135	122
Potatoes, Irish	None	1,000 bu	342,283	320,203	385,287	357,000	104	112	93
" sweet	"	" "	64,938	65,134	67,400	64,000	99	99	95
Beans, dry	Sept. 1	1,000 bags	13,452	13,588	12,459	14,000	104	103	113
Peanuts	"	1,000 lbs	1,004,403	955,710	1,068,035	1,073,000	107	112	100
Index of total supply			100.0	88.2	80.0	81.0	81	92	101
Index of domestic disappearance			100.0	92.4	95.8	100.8	101	109	105

[1] Carry-over stocks are included as of the beginning of the new crop year, as indicated. Unofficial estimates are given where official estimates are not available.

[2] Three-year average, 1931-33.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the
AGRICULTURAL ADJUSTMENT ADMINISTRATION
in cooperation with the
BUREAU OF AGRICULTURAL ECONOMICS
BUREAU OF HOME ECONOMICS
BUREAU OF LABOR STATISTICS
Washington, D. C.

Vol. 2, No. 18 July 8, 1935

U. S. GOVERNMENT PRINTING OFFICE